

1954 SEASON

COKER'S PEDIGREED TOBACCO SEED

1953 BREEDER'S REGISTERED SEED

A section of one of our tobacco breeding nurseries where thousands of plants are selected and bagged each year in our program of breeding better and more disease resistant cigarette tobaccos.



COKER'S PEDIGREED SEED COMPANY

Hartsville

**COKER'S
PEDIGREED
SEED
BLOOD
WILL TELL**

South Carolina

The South's Foremost Seed Breeders



TO OUR FRIENDS AND CUSTOMERS:



ROBERT R. COKER
President

For those growers who are not troubled with Granville wilt, Fusarium wilt or black shank, we unhesitatingly recommend our Coker's Golden Cure '53 for best yields of top quality tobacco. While this variety has some tolerance for nematode, it has no resistance to black shank or to Granville or Fusarium wilt.

Our Company was the first commercial organization to begin scientific plant-to-row breeding with flue-cured tobacco varieties, the first to offer purebred, dependable, high quality seed and to pioneer in improved methods of cleaning, treating and packaging.

Every ounce of seed which we sell is grown on our farms, under the direct and personal supervision of our tobacco experts and all are processed, treated, and packaged in the most careful and scientific manner possible. We offer them to you in the belief that they will add to the satisfaction, assurance, and profits of your tobacco growing operations.

Sincerely yours,
Robert R. Coker, *President*

In the fall of 1951 we first offered our new cigarette type tobacco variety, Coker's Golden Cure. We have been more than gratified at the results our customers have been getting as evidenced by the letters and reports we have received from many parts of the flue-cured area.

Coker's Golden Cure, as its name indicates, is the easiest tobacco to cure that we have ever had any experience with and usually cures to a rich, lemon color.

Not only has Golden Cure led in our own yield trials in highest dollars per acre in the last four years, but it is showing up most satisfactorily in tests conducted by Experiment Stations in the tobacco areas.

Yields of flue-cured tobacco have been nearly doubled since 1931. Although several factors have effected this yield increase, the improvement of type and the introduction of improved varieties has been a major contributing factor. Bettering of plant and leaf type, uniformity, adaptability to soils and climate, and increased disease resistance have helped no little in this per-acre yield increase. At the same time, quality improvement through scientific breeding has kept pace with higher yields, so that with both higher yields and better quality the tobacco growers have enjoyed a much greater measure of monetary returns.

There probably is no greater pleasure experienced on the farm than the production and warehousing of a good crop of tobacco. Certainly the grower has a feeling of deep satisfaction and pleasure when he places basket after basket of beautiful golden leaf on the warehouse floor and hears the admiring words of his neighbors and the voices of buyers enthusiastically bidding the highest dollar.

Our organization, and its tobacco breeding staff, is indeed proud of the large part it has had in the continued progress of bright tobacco farming and the increased blessings it has brought to our friends the tobacco farmers.

Sincerely,
C. Hoyt Rogers, *In Charge*
Tobacco Breeding and Production

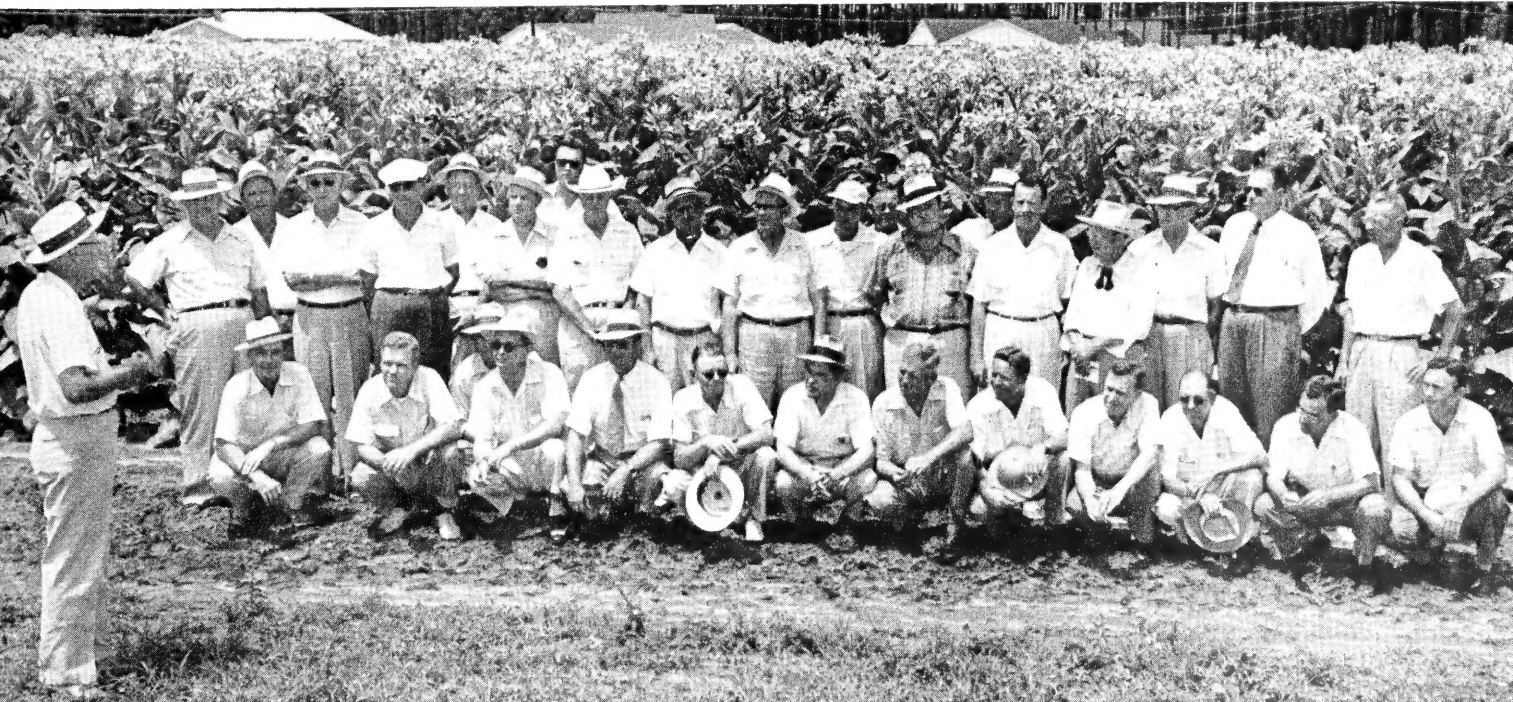


C. HOYT ROGERS, Ph.D.
Plant Pathologist

PHOTO AT LEFT—Dr. C. H. Rogers, left, director of tobacco breeding on the Coker farms, points out to Dr. J. Winston Neely, our director of plant breeding and agricultural research, some of the fine growth and leaf characteristics of Golden Cure. This picture was taken on our seed farms in Hartsville.

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BELOW—South Carolina tobacco warehousemen paused for this picture while visiting our tobacco breeding nurseries and seed fields in July, 1953. The tobacco field in the background is Golden Cure.



Coker's Pedigreed

GOLDEN CURE

1953 Breeder's Registered Seed

A New Pedigreed Variety of Wide Adaptability—Combining Ease of Curing, Desirable Leaf Spacing, and Ability to Produce High Yields of Top Quality Tobacco on a Wide Variety of Soil Types

Golden Cure, developed by Coker's Pedigreed Seed Company and released two years ago, has been outstanding in its performance across the entire bright tobacco area. Unsolicited reports indicate that growers have been high in their praise regarding the high yields, ease of curing, and total dollar returns per acre.

This hybrid tobacco was developed from a cross of Ducane, an old flue-cured variety grown in Canada and the Old Belt of North Carolina, and a USDA introduction from South America called T. I. 706. Selected plants were back-crossed twice to the Ducane parent to improve quality and yield. Plants resulting from these series of crosses have been reselected and inbred on heavily infested nematode soil, both in the field and greenhouse, for eight generations. The 706

Hayden Igleheart, prominent tobacco warehouseman of Lake City, S. C., has to look up to see the top of the stalks in this fine field of Golden Cure on the farm of Raleigh A. Holt of Nesmith, S. C.



carries some resistance to root infesting nematodes. Golden Cure, therefore, has some resistance to these parasites causing root knot and other troubles.

EASE OF CURING—TOP QUALITY LEAF

The outstanding features of this tobacco are: ease of curing to a rich lemon color, high yield, and top quality cigarette leaf. Golden Cure has led in our yield trials for the last five years.

Leaves are medium broad, averaging around 22 inches in length after curing, and are a little over half as wide as long. They are spaced medium close on the stalk or about 2¼ inches apart, and this spacing is rather uniform from bottom to top. Plants will produce an average of around 24 leaves per stalk. Leaf growth habits of this variety will permit spacing of plants about two inches closer together in the row and the rows about six inches closer than with other broad-leaf varieties.

WIDELY ADAPTED—UNIFORM RIPENING

Golden Cure has a good root system, providing maximum storm resistance and feeding ability. It will ripen and cure better on tobacco soils of the heavier or stiffer type than other broad-leaf varieties. It has rather high resistance to leaf spotting diseases usually encountered in wet weather or in late season. On average soils, about 1200 pounds of 3-9-6 fertilizer produces the maximum in yield and quality.

DESCRIPTION

Weight—Extra high yield of top quality tobacco.

Curing—All primings very easy to cure to a rich lemon color.

Leaf—Medium broad leaf averaging 20 to 22 inches long and 10 to 12 inches wide. Spaced medium close on the stalk, this spacing being uniform from bottom to top of stalk.

Stalk—Medium sized stalk with good root system giving high storm resistance.

Texture—Very good medium type.

Disease Resistance—Moderate resistance to nematodes and soreshin; high resistance to leaf spot; not resistant to black shank.

Uniformity—Very uniform in growth habits.

Adaptability—Grows well on all soil types throughout the flue-cured belt and better than most broad leaf varieties on the heavier type soils.

PRICES: \$3.00 per ounce, \$22.50 per half pound, \$42.00 per pound, postpaid.

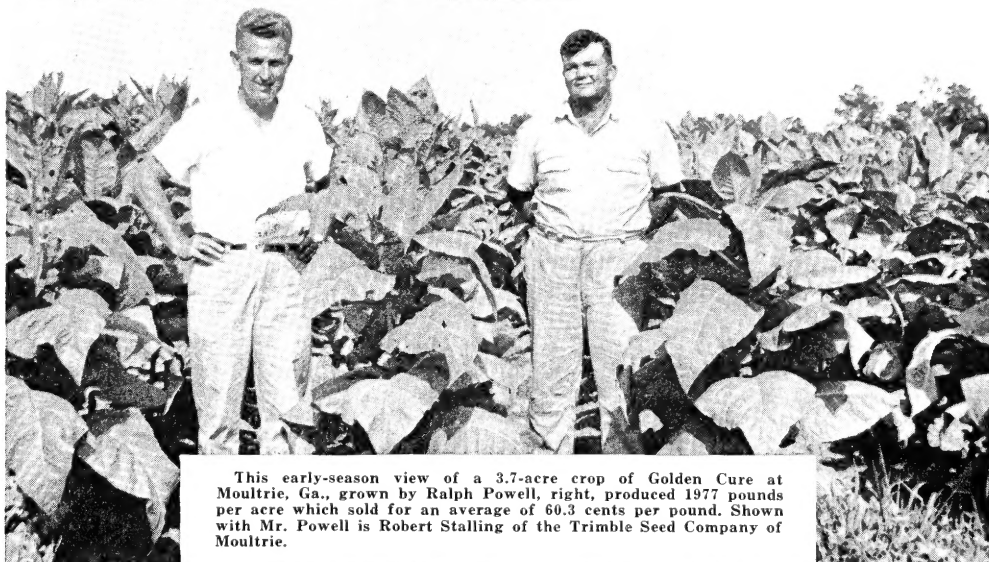


Golden Cure has large, broad leaves which grow with a high arch and permit close spacing in the drill for maximum plants and yield per acre. Leaves spaced medium close on the stalk allow maximum leaves per stalk. This combination of close-spaced and high-arched leaves helps to explain why Golden Cure has been a record producer throughout the flue-cured tobacco belt. Here Murray Rogers, assistant in tobacco breeding work at Coker's, examines leaves on a stalk of Golden Cure in a seed field on Coker farms.

GROWERS PLEASED WITH COKER'S GOLDEN CURE



Mr. Graham Monroe, right, and Henry Maxwell, left, stand in a field of Golden Cure planted on the farms of the Johnson Co. of Raeford, N. C. "We are very well pleased with Golden Cure tobacco," writes Miss Agnes M. Johnson of the Johnson Company. "It is one of the best tobaccos we've ever planted." On 7 acres of Golden Cure, the yield was approximately 2,000 pounds per acre which sold for \$1160.00 per acre.



This early-season view of a 3.7-acre crop of Golden Cure at Moultrie, Ga., grown by Ralph Powell, right, produced 1977 pounds per acre which sold for an average of 60.3 cents per pound. Shown with Mr. Powell is Robert Stalling of the Trimble Seed Company of Moultrie.

Raleigh A. Holt, successful farmer of Nesmith, S. C., displays a leaf of Golden Cure grown on his farm in Williamsburg County. On 21.1 acres of Golden Cure, Mr. Holt produced over 45,000 pounds of tobacco which sold for in excess of \$24,800. "I don't believe there's any tobacco grown that will make as much money as Golden Cure," he writes. "I like its curing qualities, the large number of leaves on each stalk, and because it doesn't sucker as badly as many varieties." Mr. Holt's 1953 crop grew to uniform tall height as shown in picture on page 4.





UPPER LEFT—Mr. and Mrs. D. M. B. Scott of Dillon County, South Carolina, admire their field of Golden Cure tobacco. Mr. Scott, a former Furman All-Southern football player, is a strong believer in Coker seeds. Golden Cure tobacco, he believes, is the variety best adapted for high yields of quality tobacco.



UPPER RIGHT—Shown here is part of a 3-acre field of Golden Cure planted by Lawrence Gregory of Newton Grove, N. C. Despite dry weather, Mr. Gregory produced 2,175 pounds per acre. "I am very well pleased with this variety," Mr. Gregory says. "It did exceptionally well for a dry year." His tobacco was free of disease, ripened uniformly and cured into a good quality cigarette-type leaf. Left to right in the picture are: Pat Gregory, Lawrence Gregory and Harold Gregory.



RIGHT CENTER—This fine field of Golden Cure was grown by T. A. Large of Florence, S. C., who is shown in the picture. From his five acres of this tobacco, he harvested 1815.3 pounds per acre which sold for an average of 60 cents per pound. Mr. Large states that he is well pleased with this variety.

BELOW—Willie L. Johnson of Darlington, S. C., Route 4, produced 2511 pounds per acre on his 2.9 acres of Golden Cure. Total poundage was 7272 pounds which sold for an average of 58 cents per pound for a total of \$4235.60. This surpassed Johnson's own record of the previous year when, using Golden Cure, he averaged 2236 pounds per acre.

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Coker's Pedigreed

GOLDEN HARVEST

1953 Breeder's Registered Seed

Coker's Golden Harvest was offered to the growers in the flue-cured belt for the first time in 1948 and since then has established itself as a top money maker from Florida to Virginia. Each season since the release of this variety, we have received many outstanding reports from growers over the entire belt. The years spent by our tobacco breeders in developing Golden Harvest are paying big dividends to our customers each year.

RESELECTED ON NEMATODE INFESTED SOIL

Our Golden Harvest '53 is from a selection out of a cross between Gold Dollar and 400. Thirteen generations of inbreeding and reselecting on root knot and nematode infested soils has given this variety a measure of resistance to these diseases. Golden Harvest '53 also has fair tolerance to such soil borne diseases as soreshin and some leaf spots.

EXCELLENT QUALITY AND HIGH YIELDS PER ACRE

This variety has long, broad leaves spaced medium close on the stalk. It cures easily to a good lemon color with the body of the Gold Dollar parent combined with the best qualities of the 400 line. Its vigor and nematode resistance allow full and normal development of the leaf, uniform ripening, and systematic harvesting. Golden Harvest '53 will stand in the field longer without burning than most other standard varieties. The leaves grow with a yellowish cast and should always be allowed to ripen fully before cropping. The average yield for this variety since its

BELOW—J. N. Johnson of Johnsonville, S. C., Rt. 1, is shown standing in his field of Golden Harvest on the extensive Billy King farms. "I'd rather plant Golden Harvest than any other variety I've ever planted," Mr. Johnson writes. "It produces well, cures well and makes the pounds." Despite dry weather, he produced an average of approximately 1700 pounds per acre on 8 acres.

release has been higher than that of either of the parents and its performance under farm conditions has been consistently good throughout the belt.

WIDELY ADAPTED

Golden Harvest '53 plants are slightly taller than Gold Dollar, averaging from 20 to 22 leaves per plant. The top leaves are better than average in size. It has a high degree of storm resistance and plantings from Florida to Virginia have shown that it is adapted to the entire flue-cured belt.

DESCRIPTION

Weight—A high producer of quality cigarette tobacco.

Curing—Cures easily about like its Gold Dollar parent.

Leaf—A large, broad leaf from 18 to 22 inches in length and 10 to 12 inches in width.

Stalk—A medium large stalk that is stiff and storm resistant.

Texture—The leaf is of medium texture with average size ribs.

Disease Resistance—Relatively high resistance to root knot and meadow nematode. Some tolerance to soreshin and leaf spot.

Uniformity—Golden Harvest '53 is very uniform in all growth characteristics.

PRICES: \$3.00 per ounce, \$22.50 per half pound, \$42.00 per pound, postpaid.



NOTES OF IMPORTANCE

1. Golden Harvest '53 does not have any resistance to black shank and should never be planted on soils which are infested with this disease. If you have a disease problem on your farm, we recommend that you consult your local county agricultural agent and be sure what your trouble is before planting your beds.

2. Golden Harvest was bred to stand in the field longer without burning than most other varieties. This is a most desirable quality, especially for those farmers who are limited in barn room and for all growers during a period of extremely hot, dry weather. We wish to caution growers, however, that this variety grows with a yellowish cast and care should be taken to be sure that leaves are fully ripened before cropping. The leaves are ripe when they break clean from the plant and the green fades from the veins.

3. This variety possesses a good feeding root system and has been reselected on soils heavily infested with nematodes. On good medium tobacco soil it is recommended that fertilizer of a standard analysis be applied in moderate quantities. We have found that under such conditions this variety will produce a higher yield of good quality cigarette tobacco. Although high fertilization may be practiced, the grower will find that it is not susceptible to leaf spotting such as will be experienced with some varieties.

Coker's Pedigreed

GOLDEN WILT

(RESISTANT TO GRANVILLE AND FUSARIUM WILTS)

1953 Breeder's Registered Seed

Coker's Golden Wilt has been reselected for twelve generations out of a cross involving Virginia Bright Leaf and 448A, an introduction by the Tobacco Division of the U. S. Department of Agriculture from South America. The leaves have a slightly puckered appearance with a tendency to smooth out as they ripen. They are above average size with a fairly broad tip and medium narrow at the point of attachment to the stem. The spacing of these leaves is relatively close on the stalk, averaging from 20 to 24 leaves on a 4 to 5 foot plant. Plants are medium to late in blooming.

EXCELLENT QUALITY AND WEIGHT COMBINED WITH DISEASE RESISTANCE

Coker's Golden Wilt is resistant to Granville wilt and has also shown good resistance to Fusarium wilt which is spreading rather rapidly, especially throughout the border belt in both Carolinas. In addition to resistance to these diseases, it also carries some factors for mosaic resistance and comparatively high nematode resistance. The leaf cures to a rich lemon color, is of good crepe-like texture, medium bodied, and is a desirable cigarette type. In our variety tests for the past five years, this tobacco has been one of the top producers in pounds and dollars per acre.

DESCRIPTION

Weight—Golden Wilt has been one of the top producers on both diseased and non-diseased soils.

Curing—The ripe leaf cures to a rich lemon of excellent quality and texture.

Stalk—Medium in size with good storm resistance.

Leaf—A comparatively broad leaf with a rather blunt tip, puckered between veins, smoothing out somewhat at time of ripening. Chemical analyses made by leading cigarette companies have shown this tobacco to be a desirable cigarette type.

Disease Resistance—High resistance to Granville and Fusarium wilts. High tolerance to nematodes. (See note 2 below.)
Golden Wilt is not resistant to black shank.

Adaptability—Adapted to all soil types throughout the tobacco belt with the exception of extremely heavy types.

PRICES: \$3.00 per ounce, \$22.50 per half pound, \$42.00 per pound, postpaid.

BELOW—Max E. Jones, a member of the Coker sales staff, is shown inspecting a plant of Golden Wilt tobacco in a seed field on the Coker farms. This variety has been a top producer on both diseased and non-diseased soils. Its high resistance to Granville and Fusarium wilts makes it a favorite with growers who have these disease organisms in their soil.

NOTES OF IMPORTANCE

1. Care should be exercised not to over fertilize this variety. On heavier soils excessive rates of fertilization tend to cause this variety to grow too large and produce a lower quality tobacco than it normally should. The leaves should always be primed when they have a yellow or ripened appearance in the field. In curing this variety we find that it ordinarily takes from 12 to 18 hours less than other varieties. Golden Wilt colors rapidly and we find that it is not necessary to run at the coloring temperature as long as is normal with other tobaccos. In planting this variety we recommend that your acreage be large enough so that you can cure it separately from the rest of your crop if you are growing other tobaccos. Golden Wilt does not cure well with most of the standard types as it colors very rapidly and cures more quickly than average.

2. Although this variety was bred and grown on Granville and Fusarium wilt infested soils and has proved to have high resistance under all growing conditions experienced thus far, it is possible that variations might occur in these disease producing organisms which would possibly result in an infection causing some plants to die. Climatic and soil conditions, including the presence of parasitic nematodes, often tend to aggravate these diseases and are sometimes responsible for this trouble. It is known that new races or strains of disease organisms develop from time to time and it is possible that a new strain may occur without our knowledge.

3. Golden Wilt is NOT resistant to black shank.



Coker's Pedigreed

MAMMOTH GOLD

1953 BREEDER'S REGISTERED SEED

Coker's Mammoth Gold originated from a selection out of a cross of Gold Dollar and Yellow Mammoth. It combines the best features of each of its parents, giving the grower high yields, good quality, and wide adaptability.

Mammoth Gold is one of the most outstanding of the medium leaf varieties as shown by its wide acceptance by growers throughout the flue-cured belt. This year's Mammoth Gold is an early maturing variety with unusual vitality. The eighteen years that have gone into the inbreeding and selecting have intensified the good qualities that this tobacco has long been known to possess. The breeder registered seed we are offering our customers this season is the nearest approach we have been able to make in this variety towards our goal of an ideal cigarette tobacco.

DESCRIPTION

Weight—Among the best of the medium leaf tobacco varieties.

Curing—One of the easiest to cure of all the pedigreed varieties. Holds its color well and cures out to a rich lemon color.

Leaf—A medium sized leaf rounding out to a good tip.

Stalk—The stalk is medium to tall with well-spaced leaves.

Texture—Medium to smooth texture with average ribs.

Season—Matures about a week earlier than most varieties.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.



This field of Golden Cure was grown on the farm of Benton Dargan of Darlington County, one of South Carolina's most successful farmers. Note the uniformity of plant type and vigorous growing habit of

Coker's Pedigreed

YELLOW MAMMOTH

1953 BREEDER'S REGISTERED SEED

Yellow Mammoth is one of our oldest varieties which is especially well suited for planting on medium to heavy sandy loam soils. This tobacco has a medium stalk, long, medium broad leaves well spaced on the stalk. It combines good weight with quality and cures to a rich lemon color. Our pedigreed strain is a distinct improvement on the general strain. It is important that care be taken to see that this tobacco is fully ripe before gathering as it grows with a yellowish cast.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Coker's Pedigreed

GOLD DOLLAR

1953 BREEDER'S REGISTERED SEED

Coker's Gold Dollar is one of the best-known of all the cigarette type tobaccos. Its remarkable uniformity of type, size, and shape of leaves, height of plant, and wide adaptability have made this one of the most widely planted of the medium leaf varieties. The Gold Dollar we are offering for 1953 is the best strain we have ever offered. It has shown more tolerance to root knot and meadow nematode than any of our past strains. Our latest strain has been refined and improved by more than twenty generations of inbreeding and selecting. This variety should be allowed to fully ripen before harvesting.

DESCRIPTION

Weight—Combines good weight with desirable quality.

Curing—Easy to cure. Very few blue butts.

Leaf—Long, medium broad; fills out to a good tip.

Stalk—Medium to tall.

Texture—Among the best of the medium leaf tobacco varieties.

Adaptability—Has given satisfactory results on most types of tobacco soil in the flue-cured belt.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.



this tobacco. These are typical characteristics of Golden Cure. Mr. Dargan is shown, right, in this picture examining plants just before the first cropping. With him, left, is his brother, Joe Dargan.

Certified

BROADLEAF HICKS

Coker's Broadleaf Hicks is a selection made by our breeders out of the standard Broadleaf variety. We have found this selection to be superior in quality and yield to the standard line.

The long, medium broad leaves cure to a bright lemon color. This variety has grown in popularity in certain parts of the North and South Carolina flue-cured areas, and our work with this tobacco has been directed towards giving these growers the best selection possible in this variety.

Coker's Broadleaf Hicks is uniform in all growth characteristics, has a medium size, stiff stalk, and is adapted to practically all soil types throughout the flue-cured belt.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Certified

VIRGINIA GOLD

Virginia Gold was developed at the Virginia Agricultural Experiment Station, Chatham, Virginia. It is from a cross of Yellow Special and Cash. This variety grows medium tall, has broad leaves of good length that are spaced medium close on a large stalk. One of its outstanding qualities is its vigor and ability to grow off quickly after transplanting into the fields. Since the release of this variety our yield tests have shown it to be one of the top producers of good quality cigarette leaf. It is adapted to a wide range of soil conditions and cures to a rich lemon or orange color when allowed to fully ripen.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

Certified

402

This variety was bred by the North Carolina Tobacco Experiment Station at Oxford, North Carolina. It is a selection from a cross of Jamaica Wrapper and 400. Our 402 seed were produced on our farms from planting stock which we originally secured from the North Carolina Tobacco Experiment Station. 402 possesses the vigor and size of the 400 parent. The leaf is of the Jamaica type, but much broader and when cured is relatively thin and predominantly luggy. The leaves are spaced medium distance on the stalk and grow with a yellowish cast which should be taken into consideration with harvesting.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

VARIETIES RESISTANT TO BLACK SHANK

Certified

DIXIE BRIGHT 101

This variety has moderate resistance to black shank and good resistance to Granville wilt. It was bred and introduced by the North Carolina Agricultural Experiment Station, and is recommended by this Station for planting where a rotation is being followed to help reduce severity of black shank, or where a combination of mild black shank and high Granville wilt resistance is needed. Dixie Bright 101 grows tall with leaves spaced medium wide on the stalk. The leaves grow with a yellowish cast and care should be taken to see that they are fully ripe before harvesting. It should be spaced 18 to 20 inches in the drill rows about four feet apart for best yields. It appears that Dixie Bright 101 is adapted to a wide range of soil types in the new, middle, and old belts of North Carolina.

PRICES: \$2.00 per ounce,
\$15.00 per half pound,
\$28.00 per pound, post-
paid.

Certified

DIXIE BRIGHT 102

Dixie Bright 102 is a variety that was bred by the North Carolina Agricultural Experiment Station. This tobacco has high resistance to black shank and Granville wilt. It is recommended by the breeder for planting where black shank or a combination of black shank and Granville wilt are present. It grows tall, has leaves slightly larger than Oxford 26 which are widely spaced on a relatively small stalk. It grows with a slightly yellowish cast and, like Dixie Bright 101, should be allowed to fully ripen before harvesting. The leaves when mature cure to a rich lemon with a slightly grainy texture. Plants should be spaced from 16 to 20 inches in the drill and topped high for best yield results.

PRICES: \$2.00 per ounce,
\$15.00 per half pound,
\$28.00 per pound, post-
paid.

IMPORTANT NOTE

Because of the severity and virulence of the black shank disease, which can cause complete crop loss, a variety known to be resistant to black shank should be planted where the disease is present or is likely to occur or to spread from infested fields nearby.

Due to the fact that black shank resistant varieties available at present have only moderate resistance on severely infested soils, tobacco should not follow tobacco on such soils. A rotation, preferably three years, of tobacco with such crops as cotton, small grain, and corn should be followed.

Soils heavily infested with nematodes should be treated with a soil fumigant since infestation of roots with nematodes has a tendency to reduce black shank resistance in varieties currently available.

Certified

OXFORD 1-181

(Pee Dee 181)

This variety is from a selection out of Oxford 1 made by Mr. J. F. Bullock, Agronomist of the Bureau of Plant Industry, USDA, located at the Pee Dee Experiment Station, Florence, South Carolina. The 181 selection shows black shank resistance comparable to the Oxford 1. On soils moderately infested with root knot it makes a noticeably better growth than does the parent line. The plant type is very similar to that of such medium broad leaf varieties as Virginia Bright Leaf and Hicks. The leaf if allowed to fully mature before harvesting will be bright, silky, and of medium body when cured. Our tests have shown yields from this variety to compare favorably with other medium broad leaf tobaccos and higher than most other black shank resistant varieties.

This tobacco has shown relatively high resistance to black shank but moderate to heavy losses may occur where this disease is particularly severe, especially if unfavorable soil and climatic conditions exist. Root knot and meadow nematode lesions offer an avenue for entrance of the black shank organism and losses are usually greater where these two diseases are present. A good rotation is very important in the production of flue-cured tobacco and is essential for best results where you have a disease problem. We urge all growers to observe this practice. We recommend planting this variety 18 to 22 inches in the drill and topping high for best results.

PRICES: \$2.00 per ounce, \$15.00 per half pound, \$28.00 per pound, postpaid.

PHOTO ON RIGHT—This is a field of Oxford 1-181 grown on the Coker seed farms in Hartsville. This variety is very similar in growth habits to such widely known medium leaf varieties as Virginia Bright Leaf and Hicks.



GROWERS' REPORTS

AVERAGED 65 CENTS

"My Golden Cure sold for as high as 71 cents per pound and averaged 65 cents. I am well pleased."

Mayor K. A. Thompson
La Grange, N. C.

LIKES GOLDEN CURE

"I like Golden Cure tobacco better than any variety I have ever grown. I made \$1208.30 per acre this year for the best crop I have ever made."

Ezra Jackson
Newton Grove, N. C.

CIGARETTE TYPE TOBACCO

"I find Golden Cure tobacco entirely to my liking. It grows well on the stalk, makes a strong, vigorous plant, is free of disease, is easy to cure and produces big leaves which cure up to a fine cigarette-type tobacco."

Tommy Ross
Dovesville, S. C.

VERY FINE VARIETY

"I planted Golden Cure this year and found it to be a very fine variety of tobacco. It grows well even under adverse conditions. It cures up well, produces 25 to 30 leaves per stalk and is free of disease. In spite of dry weather this year, my Golden Cure made \$1100 per acre."

D. J. Atkinson
Marion, S. C.

EXCEPTIONALLY WELL

"My Golden Cure did exceptionally well under very unfavorable hot and dry conditions. I am well pleased."

Otis Moore
Four Oaks, N. C.

BEST VARIETY

"This is the best variety I have ever grown. I am not quite through selling but on the basis of what has been sold, I will average better than 2400 pounds per acre with a net of around \$1400 per acre."

Walter C. Kearns
Nashville, N. C.

WELL PLEASED

"I am well pleased with Golden Cure. It produced about \$150 per acre more than a popular competing variety."

O. T. Blanks, Vocational
Agriculture Teacher
Lumberton, N. C.

PLEASED WITH GOLDEN CURE

"I planted 6.4 acres in Golden Cure this year and averaged 2,378 pounds per acre. After warehouse charges were taken out, I netted an average of \$1360 per acre. I am well pleased with Golden Cure and will plant it again next year."

Talmadge McKinnon
Willacoochee, Ga.

2524 POUNDS PER ACRE

"I made 2524 pounds per acre on my Golden Cure and sold it for \$1378.25 per acre after warehouse charges were subtracted. This variety does well in Georgia. It is my plan to plant Golden Cure next year."

Orville Lott
Willacoochee, Ga.

BELOW—This fine 6-acre field of Golden Cure was grown on the Carver Partin farm in Berrien County, Georgia. Mr. Partin is shown, right, in the picture with Ralph H. Watson, Coker dealer of Nashville, Ga. Despite dry weather which cut yield substantially, Mr. Partin's Golden Cure produced between 1600 and 1700 pounds per acre. Its ease and uniformity of curing are characteristics of this variety well liked by Mr. Partin.

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Wrapped in the brown coat of a small tobacco seed are the factors that, together with climate and soil, determine what the ultimate plant will be and what it will produce. In our tobacco breeding work we modify or change these factors so as to produce new and improved types. Any plant material, whether it be a foreign introduction, a semi-wild type, a flue-cured variety, or an improved variety of a non flue-cured type, that might have promise, is brought into our nurseries and observed for any quality that could provide possible improvement. In addition to rigid reselection within varieties, different kinds are crossed, reselected, and tested in nurseries and other experimental plots. Any plant lines that have desirable or sought-for qualities are reworked in succeeding years or generations. Much work and sometimes many disappointments are experienced in the development of new varieties. Our program is speeded up by growing an additional generation during winter in greenhouse and in South Florida nurseries.

DISEASE RESISTANCE ESSENTIAL

Yearly losses from tobacco diseases are around \$100,000,000. A major problem in breeding, therefore, is the production of resistant types that have the added desirable factors of high yield and good quality. By testing of hundreds and

PICTURES ON THESE PAGES—(1) Seed from new hybrids and specially selected lines are being prepared by Mr. E. P. Spivey, left, Assistant Plant Breeder, and Dr. Rogers for planting in greenhouse flats. Plants from these seed will be transplanted during the first part of November in our South Florida nursery. (2) This picture shows a section of our breeding beds where hundreds of different lines are planted. Beds are inspected at fairly close intervals for possible disease or insect damage. (3) Primings from our test plots are labeled so that the cured leaf can be evaluated as to yield, grade, chemical analysis, and manufacturing quality. (4) In addition to weights of cured leaf by grades, the green weight of our

BETTER TOBACCOS

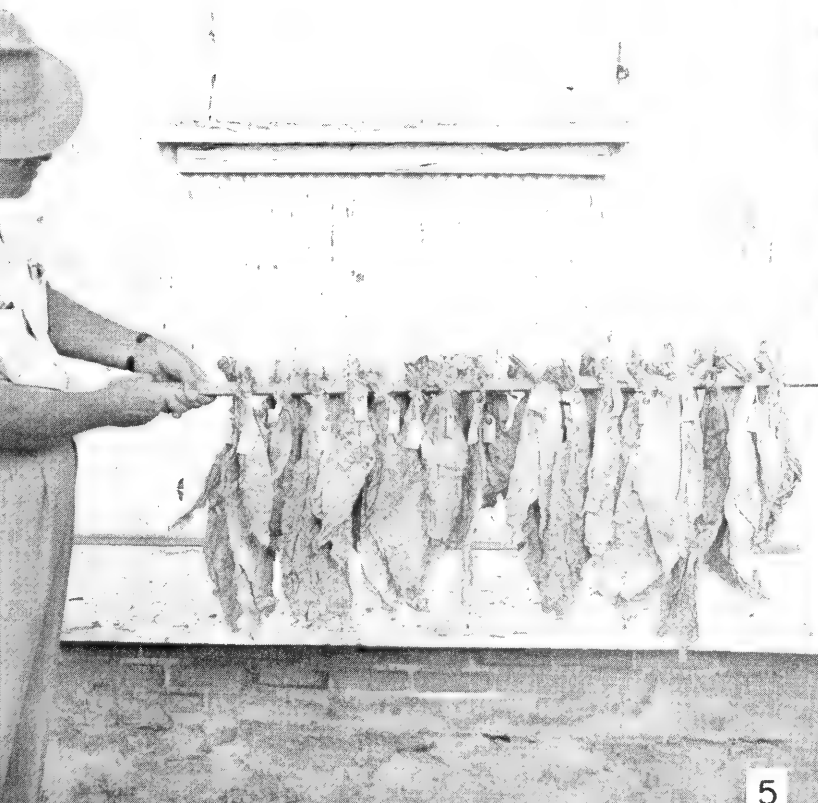
thousands of lines, resulting mainly from crosses or hybrids, a few may be found that possess the right combination of characteristics looked for. Our constant goal is the development of high-yielding varieties, each having resistance to most of the major diseases, including black shank, Fusarium wilt, Granville wilt, and nematodes. Nurseries and observation plots are grown on a wide range of soils in different belts to obtain adaptability data. From the thousands of individual plants that are selected, bagged and studied each year will come a few that will go into replicated tests for more detailed information on yield, uniformity, suckering habits, quality and other characteristics.

GOOD MANUFACTURING QUALITIES

In addition to our own evaluation of the cured leaf, and that of buyers and graders on the warehouse floor, major tobacco companies make detailed analyses and cigarette make-up tests on our lines of tobacco that show promise. Thus when a new variety is released we have a fairly complete picture as to how the tobacco performs in the field and manufacturing plant and the nature of the finished product as it reaches the consumer. All data for each new tobacco is obtained for two or more years, under varying conditions, before increase and distribution to growers.

test tobaccos is obtained as it is harvested in the field. (5) Each priming from the hundreds of individual plant selections is tagged and cured so that data may be secured on the weight and quality of the cured leaf. Each bundle on the stick shown below is from a separate plant. Leaves may vary considerably in quality and size from different plant selections. (6) In this picture Dr. Rogers is tagging specially selected plants in one of our black shank breeding nurseries. These plants have already been bagged to prevent uncontrolled pollination. (7) Mr. J. M. Lewis, South Carolina Extension Tobacco Specialist, examining one of our black shank resistant lines in a Coker breeding nursery near Chadbourne, North Carolina.

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Suggestions for Seed Bed Treatment

NEMATODE BED TREATMENT

Soil fumigants such as DD mixture or Ethylene Dibromide may be used on plant beds for nematode control applied in a similar manner to broadcast field applications. A turnplow with simple applicator such as shown in photo can be effectively used on plant beds for application of these materials.

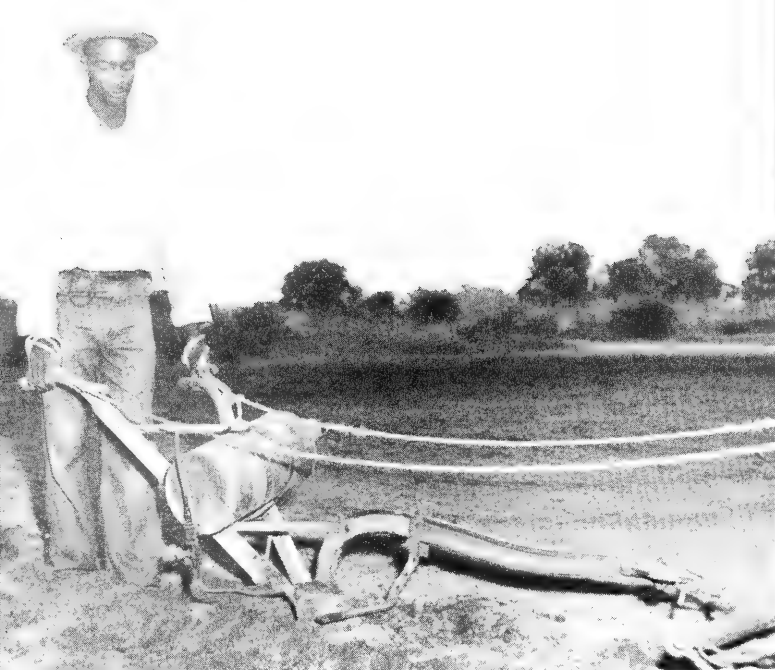
BED IRRIGATION

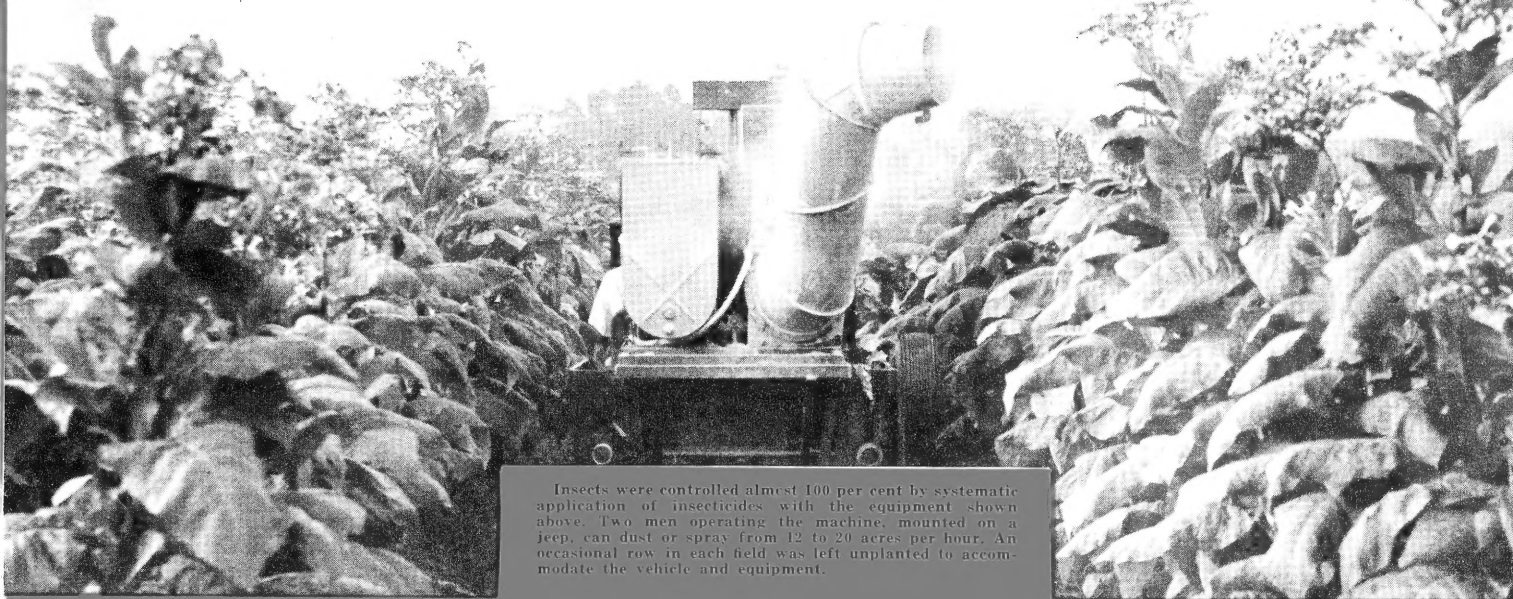
A good stand of vigorous plants is further insured by irrigation of beds during periods of drought.

BED DUSTING

Systematic application of chemicals for blue mold and insect control is an important step in production of plenty of good plants. The duster shown below covers five yards of bed at each trip.

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Insects were controlled almost 100 per cent by systematic application of insecticides with the equipment shown above. Two men operating the machine, mounted on a jeep, can dust or spray from 12 to 20 acres per hour. An occasional row in each field was left unplanted to accommodate the vehicle and equipment.

Control of Insects in the Field Pays Dividends

To obtain the best results, a systematic insect control program should be followed from the time plants are developing on the plant bed until practically all of the leaf crop is harvested in the field. The loss of less than one-half a leaf per plant in the field crop of tobacco will pay for insect control throughout the entire season. It is therefore highly important that thorough control of these pests be obtained to eliminate any loss of leaf area that might occur. Periodic examination of fields will readily show whether bud worm and horn worm moths have been busy laying eggs. Then is the time to

start application of insecticides and not after worms have attained some size and are already doing considerable damage. A hole made in a small leaf by a bud worm will expand more or less in proportion to the leaf as it develops to full size. A combination dust or spray such as a mixture of 1 per cent Parathion and 10 per cent 3-D will give excellent control of practically all insects if properly applied at the correct time.

CAUTION IN HANDLING PARATHION. IT IS AN EXCELLENT INSECTICIDE BUT DANGEROUS IF HANDLED CARELESSLY.

BELOW—On this 5-acre field of Golden Cure, J. H. McArthur, Jr., of Wakulla, N. C., produced 2137 pounds per acre which sold for a per acre sum of \$1314.48. Mr. McArthur, who also plants Golden Harvest, has a 30-acre tobacco allotment on his farms and says that all tenants did as well as the one who grew the tobacco mentioned above. Of Golden Cure he writes: "It's fast growing, stands drought and bad weather well and cures exceptionally well. I am highly pleased with Golden Cure and both I and my tenants will plant it again next year." Standing with his father is J. H. McArthur, III.

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BELOW—Robert L. Miller, left, of Blairs, Va., stands with our Mr. Henry L. Cooke, North Carolina and Virginia Coker representative, in a field of Golden Cure. Under very dry conditions Mr. Miller's Golden Cure performed well and he is well pleased with the variety.



Some Suggestions in Growing a Crop of Tobacco

SEED

Obtain best seed available of adapted varieties. Plant only a variety or varieties of proven performance. If virulent soil-borne diseases, such as black shank, are present on the farm or on adjacent farms, it would be wise to use resistant varieties.

BED SITES

Select bed sites on medium rich soil, preferably with southern exposure, providing optimum sunlight, good drainage, and maximum wind protection. Young plants are easily injured by too much water during excessive rainy periods.

WEED CONTROL

Where high analysis fertilizers such as Cyanamide or mixed goods are used for weed control, beds should be thoroughly watered if rain does not follow within two or three days after application of such material.

BED MULCH

A mulch of clean pine or wheat straw applied immediately after seeding beds helps preserve moisture, affords some protection against cold, and reduces cloth damage, especially in wet weather.

BED IRRIGATION

Provide irrigation for young growing plants during periods of extended drought. Avoid use of water for irrigation purposes from streams or ditches where such streams pass through farms that might be infested with black shank or other soil-borne diseases.

DISEASE CAUTION

Do not bring equipment or plant containers from black shank infested farms to disease-free areas

without thorough cleaning. Avoid such procedures if at all possible.

UNIFORM STAND

Obtain a uniform stand in the field as soon as possible, using plants of similar size that are vigorous and show no signs of wilting. A uniform stand of tobacco makes for easier harvesting and curing and at the same time gives a more uniform cured product.

PRIMING

Know your tobacco so that it might be primed at the proper time. Some of the newer varieties grow with a yellowish cast so that sometimes premature harvesting is practiced resulting in greenish cured leaf. Extra dividends are obtained where tobacco is properly topped and suckered.

SUCKER CONTROL

Be careful in applying any of the oils for sucker control. It is a good idea for each grower to do some experimenting on a few plants or a few rows with brush, mop, or commercial applicators before using such oils, or other chemicals, on a crop-wide basis. Good results may be obtained if plants are topped and sucker-control chemical applied about the time first blooms turn brown and top suckers are not over one to two inches long.

GRADING

Grade tobacco with care. A job worth doing is worth doing well. Narrow price differentials in grades has caused many growers to become lax in proper grading.

CONTACT YOUR TOBACCO SPECIALIST OR COUNTY AGENT FOR LATEST INFORMATION, ESPECIALLY WITH REGARD TO INSECTS AND DISEASES, AND THEIR CONTROL.

Number of Plants Per Acre at Different Row Widths and Drill Spacings

Row Width	Inches apart in row					
	14"	16"	18"	20"	22"	24"
3'6"	10,667	9,334	8,297	7,467	6,788	6,222
3'9"	9,956	8,712	7,744	6,969	6,336	5,808
4'0"	9,334	8,167	7,260	6,534	5,940	5,445
4'3"	8,785	7,687	6,832	6,149	5,590	5,124
4'6"	8,297	7,260	6,453	5,808	5,280	4,840
4'9"	7,860	6,877	6,113	5,502	5,002	4,585
5'0"	7,467	6,534	5,808	5,227	4,752	4,356

TERMS AND CONDITIONS

RED HEART TRADE MARK ON ALL PACKAGES OF GENUINE COKER'S PEDIGREED TOBACCO SEED

Our own pedigreed varieties of Coker's pedigreed tobacco seed are packed in attractive, one ounce metal containers bearing our registered Red Heart Trade Mark, and the words "COKER'S PEDIGREED TOBACCO SEED." Each container is sealed before leaving our plant and should not be accepted by customer if seal is broken. Protect yourself by insisting upon having only seed bearing our registered Trade Mark and official seal.

OUR RESPONSIBILITY

Our tobacco seed are carefully tested for germination and purity before shipment. Every ounce container is sealed with label on which is printed the percentage of germination and mechanical purity of that particular lot of seed; also official purple "REGISTERED SEED" label of the South Carolina Crop Improvement Association. Under no circum-

stances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. *In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed. Our liability is limited to purchase price of seed.*

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL grown, prepared, tested and stored under our personal supervision and control.

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BELOW—Row of Golden Cure produced on our farms at Hartsville and sold at Dixie Warehouse, Lamar, S. C. In this picture, left to right, are: Fred Allen and George M. Parker, Coker farm managers; Robert R. Coker, president Coker's Pedigreed Seed Company; Lexton Collins, Coker farm manager; James Hoyt Rogers, II, Dr. C. Hoyt Rogers, Coker pathologist and director of tobacco breeding; Richard Rogers, son of Dr. Rogers; and Murray Rogers, assistant on the tobacco breeding staff. The young man standing on the pile of tobacco is the grandson of Dr. Rogers.



62.77

COKER'S PEDIGREE SEED COMPANY

DAVID R. COKER (1870-1938) FOUNDER



THE GUARANTEE OF QUALITY

HARTSVILLE, SOUTH CAROLINA

1954 Season TOBACCO SEED CATALOG

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Our metal tobacco seed container first introduced in 1948, has met with the approval and satisfaction of our customers and seed dealers. Safety sealed for your protection—resistant to moisture, insect and mice damage. Our Red Heart Trade mark is your guarantee of quality.

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